

2023
 North American Shared
 Mobility Champions



Introduction

Introducing Vulog's inaugural North American Shared Mobility Champions Report. Within this report, we shine a spotlight on visionary leaders spanning the entire North American continent, extending from Canada to Costa Rica. These individuals are at the forefront of molding a sustainable transportation landscape in the face of pressing challenges, such as urbanization, environmental considerations, technological advancements, and evolving consumer preferences.

Our honorees are a diverse array of professionals, ranging from CEOs and project managers in international corporations to grassroots nonprofit organizations. They are empowering communities with transportation incentives, electric vehicle access, and cooperative shared ownership. This report pays homage to their remarkable contributions within four pivotal trends shaping the future of shared mobility: Electric, Equitable, Collaborative, and Corporate.

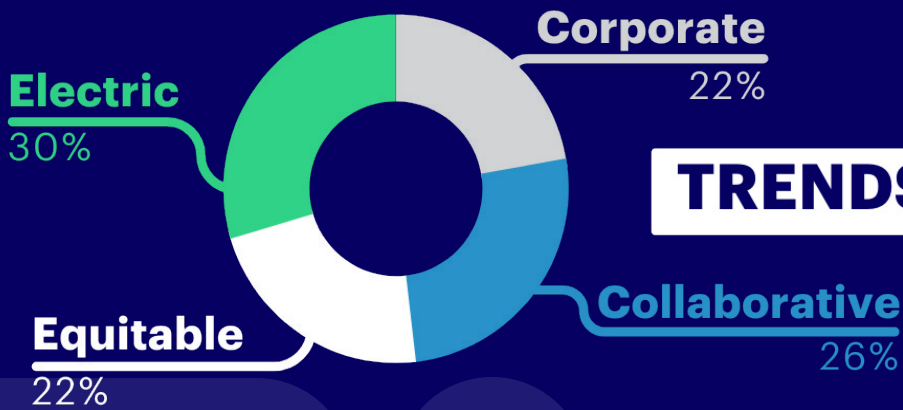
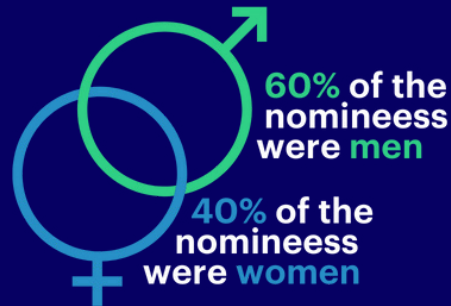
Handpicked through an open nomination process, these 16 champions exemplify the driving force behind the shared mobility movement. They are dedicated to forging a more sustainable and accessible future for transportation in North America, ensuring that the region continues its innovation and progress in this dynamic industry.

Table of Contents

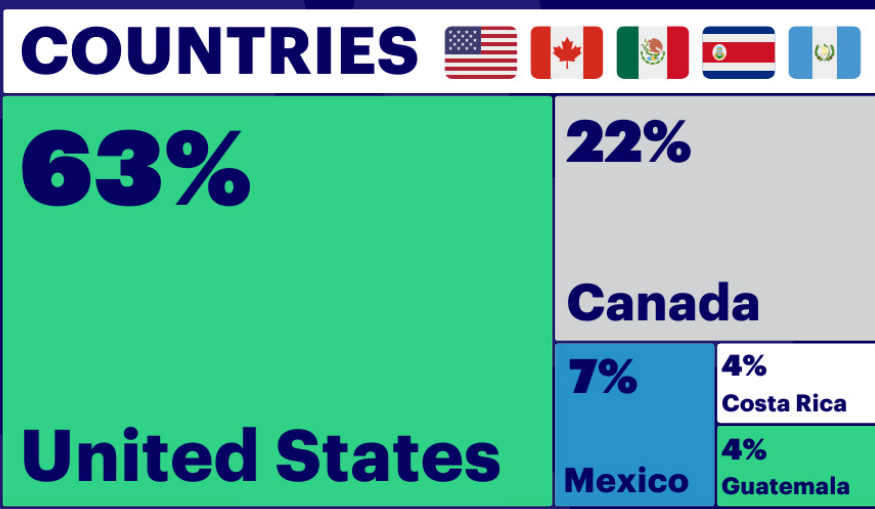


A closer look at our nominees

220+
years of combined
mobility experience



TRENDS





Electric Shared Mobility

As the world rapidly adopts electric transportation, the following champions aren't just keeping up but are leading with dedication. Their innovative strategies, technology, and commitment reduce carbon footprints and inspire others to embrace electric shared mobility. Now backed by increasing government support, they're shaping a future of 100% electrified shared mobility for all.





Electric Shared Mobility



Duncan McIntyre
CEO, Highland Electric Fleets
UNITED STATES

Highland

Duncan McIntyre, at the helm of Highland Electric Fleets, is reshaping student transportation by turning yellow buses into “green” ones. In his fifth year as CEO, Highland offers school districts an electric school bus subscription service, and with a fleet of 330 electric school buses under subscription, Highland is the largest electric bus owner in the United States.

Duncan was inspired to found the company when he observed that the height of a second-grader aligns with the emissions exhaust from diesel-powered school buses. As a father, his drive to find a safer alternative led him to discover the solution while living in California. During that time, the electric vehicle revolution was gaining momentum, motivating Duncan to draw on his background in the green energy sector to understand the

potential of emerging technologies.

Duncan is not only dedicated to a greener world but also making it accessible to all. He explains the mission of the company as “we exist to provide affordable, clean transportation for all, not just for wealthy communities that can afford it, but specifically for the communities that need it the most.” Highland’s commitment to cleaner, more accessible transportation for our youngest generation is underpinned by this unwavering dedication to both environmental sustainability and social equity.



Electric Shared Mobility



Jeff Allen
Executive Director, Forth
UNITED STATES



Jeff Allen is dedicated to a mission he deeply cares about, making electric transportation accessible to all. As the Executive Director of Forth, he's the driving force behind a diverse coalition that's working to reduce pollution and expand mobility options through community involvement. Jeff's commitment shines through in his efforts to make sure that historically underserved communities are included in the electric transportation revolution. It's clear that his approach is working, given the organization's successes, especially in the Pacific Northwest.

Formerly known as Drive Oregon, Forth is a key player in electrifying transportation across the United States. One of their recent projects, led by Jeff, is the Affordable Mobility Platform (AMP). This initiative brings electric vehicles to eight U.S. states

through a car-sharing program, making eco-friendly transportation accessible to many.

Additionally, Jeff and Forth are spearheading a unique project in collaboration with the Beaverton School District in Oregon, converting diesel vehicles to electric power. It's an example of their dedication to creating a greener and more sustainable future for every generation, one electric vehicle at a time.



Electric Shared Mobility



Scott Painter
CEO and Co-founder, Autonomy
UNITED STATES



Scott Painter's entrepreneurial spirit ignited when he was just 14 years old and passionate about cars. He created his first business idea, "Scott Auto Detailing", and the rest is history. Now with a long career of identifying disruptive opportunities in the automotive and finance sectors, Scott has founded and co-founded numerous companies including TrueCar, Fair, and Autonomy.

While TrueCar prioritized creating a positive experience for those buying a car, Fair was one of the first used-car subscription platforms in the country. Scott's most recent venture, Autonomy, has built on his decades-long experience within the automotive and fintech industries to develop the largest subscription service for electric vehicles in the US, making it more convenient and

affordable for consumers to access the most innovative EV models on the market.

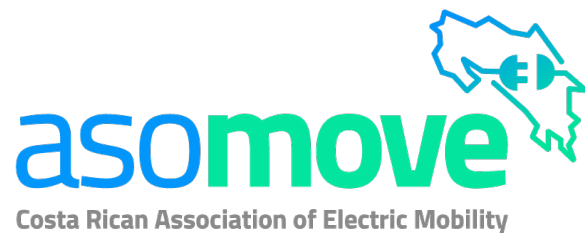
And Autonomy is growing fast. In 2023 and under Scott's leadership, the company entered into carsharing with the acquisition of EV Mobility and has partnered with Atlantic Coast Automotive and EV Auto, now bringing the Autonomy subscription platform to more consumers around the country. He's come a long way since Scott Auto Detailing and his successful journey is bound to continue.



Electric Shared Mobility



Silvia Rojas Soto
Director, ASOMOVE
COSTA RICA



Silvia Rojas Soto is a trailblazer in propelling the adoption of electric mobility, not just within her home country of Costa Rica but all across Central America and the Caribbean. Serving as the Director of ASOMOVE (Costa Rican Association of Electric Mobility) and President of ALAMOS (Latin American Association for Sustainable Mobility), Silvia stands as an unwavering advocate for electric mobility in the region. Her mission at both organizations is clear: to champion electric mobility, foster its widespread acceptance, and create access to shared electric mobility options including public transportation fleets and micromobility.

With her background in law, communications, and project management, Silvia's electric-centric vision for mobility started during her time in the Costa Rican Legislative

Assembly where she helped craft laws incentivizing electric transport. Building on that success she became a presidential advisor on sustainable mobility issues.

Under her visionary leadership, ASOMOVE and ALAMOS joined forces to orchestrate the Latin American Congress of Electric Mobility Costa Rica 2023 which brought together influential leaders to delve deep into the latest global electric mobility trends. In 2023, she recognized the need for grassroots support and pivoted ASOMOVE's focus to empower 15 municipality governments in the development of electric vehicle charging stations, electric public fleets, and zero-emission mobility options to align with Costa Rica's overarching mission to forge a path toward sustainable mobility.



Equitable Shared Mobility

Let's celebrate the champions driving inclusive shared mobility, recognizing its power to uplift all communities with affordable, convenient transportation. They are working to dismantle barriers, ensuring its benefits across regions, from cities to rural areas. Their efforts promote inclusivity, affordability, and address social inequalities, making mobility a fundamental right for all in society.





Equitable Shared Mobility



Amy Atchley
**Sr. Lead, EV Equity Program,
Austin Energy**
UNITED STATES



What's the connection between Austin's electric mobility movement and the world of indie pop music? It's none other than Amy Atchley, a dedicated champion who can be found not only performing her music but also leading the charge for electric vehicle education equity throughout the city. Formerly the Director of Marketing for Central Texas' Meals on Wheels, Amy channels her commitment to social justice into leading Austin Energy's EV Equity Program.

In her role as Sr. Lead, Amy is unwavering in her dedication to crafting people-centric initiatives. One standout project is the "eBikes are for Everyone" program, a partnership with the Housing Authority of the City of Austin

(HACA). Through HACA, Austin Energy and its collaborators are laser-focused on bridging vulnerable communities to first- and last-mile transportation solutions, an effort that earned them the prestigious Smart 50 Award in 2023.

Amy's community-focused leadership extends to her position on the Board of Directors for EcoRise, an organization amplifying youth voices in the realms of sustainability and environmental justice. She is a frequent speaker at mobility events, inspiring stakeholders to ensure that the future of electric vehicles is synonymous with equity.



Equitable Shared Mobility



Patrick Nangle
CEO, Modo
CANADA



As the CEO of Modo, a unique Canadian co-operative, Patrick Nangle and the team at Modo are on a mission to make transportation more community centered and sustainable. With Patrick at the helm since 2016, Modo has blossomed into a thriving co-op with over 1,000 shared vehicles, all democratically controlled and jointly owned by its members. Although members already cut their emissions by using Modo's vehicles, the Modo team is going one step further, targeting to having a 100 zero emissions fleet by 2030.

Modo isn't just a car-sharing company it's an innovator for inclusivity. Steadfast in its belief that "Everyone belongs in a Modo!", the co-op is serving its

community in more ways than one. Some recent examples of its community work include the donation of all hourly revenue earned on Canada's National Day for Truth and Reconciliation to the Indian Residential School Survivors Society, support for food rescue and distribution, and transportation for artists with mobility issues.

But Patrick doesn't stop there. He's also a dedicated member of the Vancity Board of Directors, working with his colleagues to create a brighter future through sustainability and stronger communities. In his free time, he's an urban beekeeper and has created numerous vibrant pollinator gardens, fostering not only biodiversity but also a sense of togetherness and resiliency.



Equitable Shared Mobility



Tangier Barnes Wright
**Senior Partnership
and Program Manager,**
PeopleForBikes
UNITED STATES



peopleforbikes

Tangier Barnes Wright began her planning career working with residents in Denver's lower income communities of color. Her work focused on environmental justice; specifically clean land, clean water, and clean air and later came to include mobility justice.

“After commuting to work by bike for years, I began to notice the many barriers that exist to accessing Denver’s off- street trail system and other safe bike infrastructure. It occurred to me that for the average person, riding a bike on the streets of Denver would be scary. Especially in the neighborhoods where I lived and worked; lower-income, communities of color. Places where poorly designed roadways and a lack of access to safe biking infrastructure is commonplace.”

This realization led Tangier to expand her focus at work by adding mobility justice to her portfolio. After a number of years working with residents and the city to create better access to Denver’s off-street trail system, she joined PeopleforBikes in 2020 where she serves as Senior Partnership and Program Manager.

In this role Tangier leads the Better Bike Share Partnership (BBSP), a collaborative founded in 2014 with a mission to increase access to and use of shared micromobility for BIPOC and lower income communities through grant-making. Most recently they awarded \$100,000 in grants to projects in Boston, Honolulu, Los Angeles, Baltimore, San Antonio, and Portland to bridge the gap in users and engage underserved communities.



Equitable Shared Mobility



Valerie Lefler
Executive Director,
Feonix - Mobility Rising
UNITED STATES

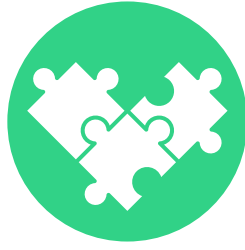


Valerie is the mover and shaker behind Feonix - Mobility Rising, an organization with a mission to close the gaps in transportation insecurity - a challenge faced by 15 million people in the United States. Since 2018, Valerie has led this remarkable nonprofit, which connects local transportation providers with recruited and trained volunteers to offer free or low-cost rides for those in need.

Under her leadership, the nonprofit has expanded to nine states, facilitating 46,000 trips across 90 underserved communities and connecting thousands of people to essential resources such as food, healthcare, employment opportunities, and education. Most recently, Valerie has taken on a

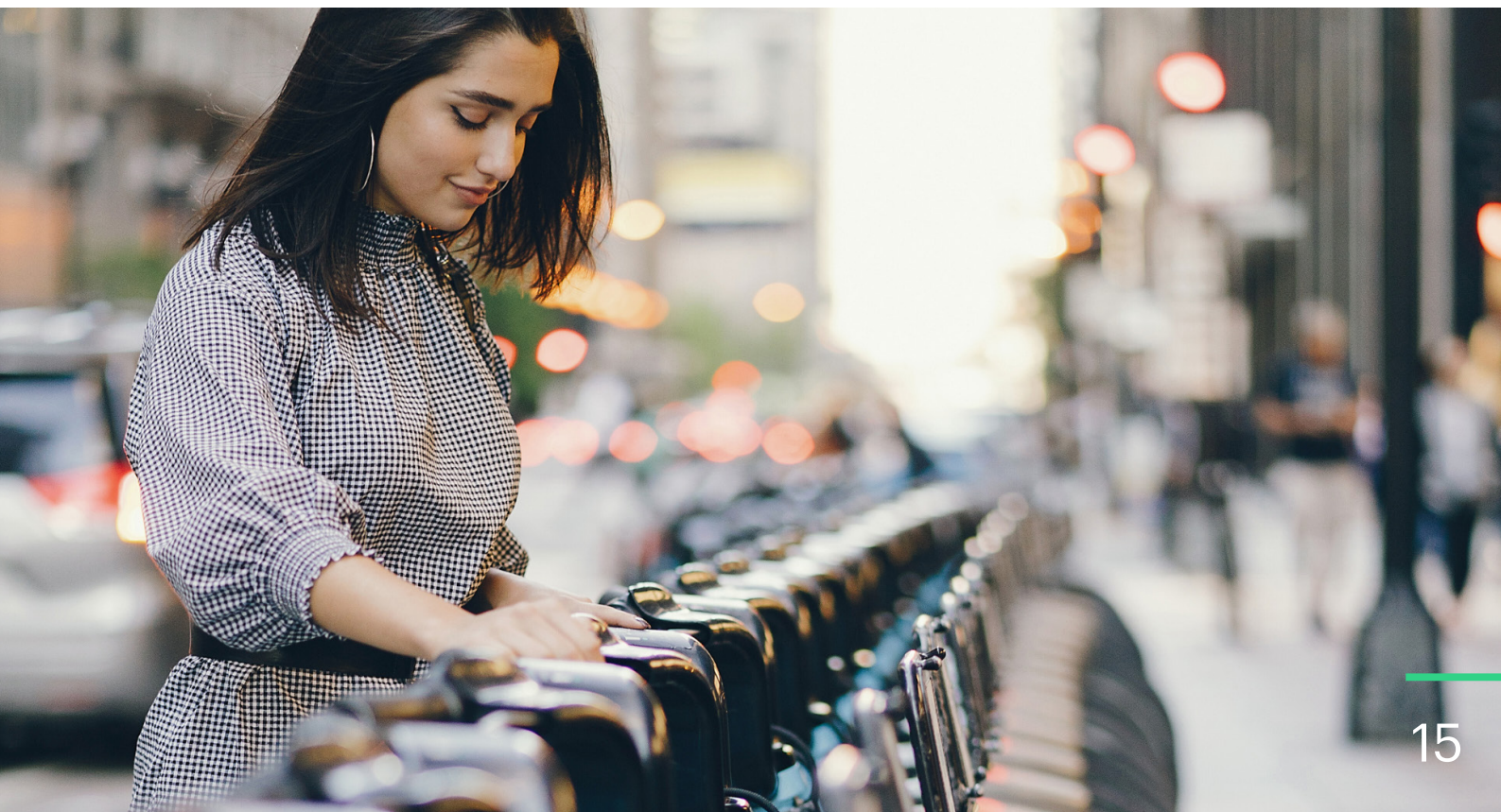
project aimed at improving access to physical and mental health services for veterans.

Before Feonix, she founded Liberty Mobility Now, carving her path as the first rural-focused Mobility as a Service (MaaS) provider in the United States. Valerie's upbringing on a dairy farm in Nebraska instilled in her a deep understanding of the challenges faced in remote areas, uniquely qualifying her to lead such transformative efforts in rural transportation. Her roots have undeniably shaped her unwavering commitment to crafting effective and inclusive transport solutions.



Collaborative Shared Mobility

At its very core, shared mobility is a group effort, which is why we need to acknowledge the champions who are breaking down silos and forging partnerships between public actors, private actors, and everyone in between. By fostering cooperation among stakeholders, they are reshaping transportation by enhancing efficiency, connectivity, and accessibility, improving community life continent-wide.





Collaborative Shared Mobility



Aric Ohana
President, Blink Mobility
UNITED STATES



Following his work on a development project in a Texas college town, Aric Ohana uncovered a significant gap between real estate development and community mobility, one that came with a hefty price tag of tens of thousands of dollars per parking space. Aric, along with his business partner, recognized this issue and proposed an innovative solution—a community-based car-sharing initiative, which ultimately gave birth to Envoy.

Envoy isn't merely a car-sharing platform; Aric describes it as a transformative force driving opportunity for the adoption of electric vehicles. Their strategy involves collaborating with real estate developers to seamlessly integrate Envoy's 100% electric

fleet into daily life. The company's motto, "Mobility as an Amenity," encapsulates its mission to make car-sharing accessible, reliable, and budget-friendly, ultimately unlocking the potential to reduce private car ownership and eliminate the need for expensive parking infrastructure.

When Blink Mobility acquired Envoy in April 2023, Aric's exceptional achievements propelled him into his current role as the President of the parent company. Blink Mobility encompasses initiatives like BlueLA, a collaborative effort with the Los Angeles Mayor's office to provide an eclectic car-sharing service.



Collaborative Shared Mobility



David Winterstein
Co-founder and CEO, Velocia
CANADA



After leading shared mobility initiatives in multiple countries across North and South America, David Winterstein observed a disconnect between Mobility as a Service operators and public transit. In response, he founded Velocia in 2018, with the imaginative use of incentives to inspire people to change their commuting behaviors. Velocia is a pioneering Canadian Software as a Service (SaaS) mobility rewards platform, elevating the daily commute experience by incentivizing and rewarding individuals who opt for sustainable transit options over single-occupancy vehicles.

Under David's leadership, Velocia collaborates with public transit agencies, MaaS operators, and

municipalities, aiming to enhance urban transportation and alleviate road congestion. David champions the idea that the onus for reliable transportation solutions should not only fall on the public sector but should rather be the result of a joint effort between the public and private sectors.

His rewards system is garnering accolades including the 2023 American Public Transit Association Innovation Award, earning recognition as one of Canada's top transportation startups in 2023



Collaborative Shared Mobility



Josée Sabourin
Product Manager, MobilityData
CANADA



Growing up in a small town, Josée Sabourin faced the all-too-familiar challenges of limited transportation options but a trip to Montreal ignited her passion for accessible mobility. After the visit, Josée “knew something needed to be done to make more places, like this.” With an urbanism degree in hand and her mission in mind, she joined MobilityData in 2020, a nonprofit committed to improving traveler information globally through open-source tools.

Josée’s focus is the General Bikeshare Feed Specification (GBFS), which facilitates data sharing among shared mobility providers, covering details like vehicles, stations, and pricing. GBFS promotes public-private partnerships and collaboration

among industry competitors and the integration of shared mobility into public transit systems, addressing first and last-mile challenges.

She has been a vocal advocate for interoperability at international conferences, championing the importance of standardized data formats for enhancing the overall mobility experience. In her personal time, Josée is currently advocating for the launch of a bikeshare program in Kingston, Ontario, further promoting sustainable and accessible transportation options in towns just like the one she grew up in.



Collaborative Shared Mobility



Justine Johnson
**Michigan's Chief Mobility Officer,
Office of Future Mobility
and Electrification**
UNITED STATES



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Justine Johnson, the Chief Mobility Officer of Michigan's Office of Future Mobility and Electrification, is like a transportation maestro. She's the one orchestrating a harmonious collaboration between the state government, academia, and the private sector to turn Michigan's mobility landscape into a symphony of innovation. Her responsibilities encompass the development of dynamic mobility, electrification policies, and support for emerging mobility technologies and businesses.

Justine's ambition to build public-private partnerships started when she was Ford's Head of Mobility Engagement in the Southern California and Southwestern Regions. During the height of the pandemic,

Justine worked to create safe micromobility options for students by cultivating partnerships between Ford subsidiaries, Spin (now owned by Bird) and Transloc, and the University of Southern California San Diego. Her commitment to serving her home community of southern California continued through her work as the Board Co-Chair of BlackSpace Urbanist Collective and Board Chair of Urban Movement Labs, organizations dedicated to urban development and mobility innovation.

When you chat with Justine, you'll discover her passion for transportation isn't just about moving people from A to B. It's about making life better and creating connections so everyone can have access to a quality life through better mobility.



Corporate Shared Mobility

We are seeing a huge transformative shift in how the business world moves, and the following champions are the ones behind it. It is thanks to these trailblazers that businesses across North America are shedding traditional, asset-heavy fleets in favor of shared mobility solutions that prioritize efficiency, sustainability, cost savings, and employee satisfaction.





Corporate Shared Mobility



Chinmay Malaviya
CEO and Co-Founder, Ridepanda
UNITED STATES



Chinmay Malaviya is known as a "light electric vehicle evangelist" due to his passionate efforts to enhance access to electric scooters and e-bikes. He co-founded Ridepanda in 2020, a company dedicated to achieving this goal by offering a Micromobility Benefits Platform. They collaborate with major employers such as Amazon, Google, and Expedia, offering micro-mobility subscriptions that encompass essential accessories like helmets, locks, pumps, theft insurance, and maintenance support. It's a one-stop micromobility shop designed to provide employees a better and healthier commuting experience.

Prior to founding Ridepanda, Chinmay served as the Head of Strategy and Planning and then

as the Head of New Modalities at e-scooter operator Lime from 2018 to 2020. Chinmay also has a successful entrepreneurial background, having previously founded Foodpanda, the leading global online food delivery marketplace, now active in 40 countries on five continents. Foodpanda has since been acquired for \$500 million by Delivery Hero.

Ultimately Chinmay says his vision for Ridepanda is "to create happier and more efficient cities by promoting small, quiet, eco-friendly, and enjoyable vehicles as a means of transportation."



Corporate Shared Mobility



Matt Caywood
CEO, Actionfigure
United States



Matt Caywood's journey commenced on a chilly San Francisco day, where his wait for buses that never seemed to arrive sparked an innovative idea. This idea, nurtured during his time in the Californian city, laid the foundation for Actionfigure, a venture he established in 2014 in Washington D.C., previously known as TransitScreen. Today, Actionfigure's pioneering technology serves over 1,000 customers across 10 countries worldwide.

Armed with a PhD in neuroscience, Matt plays a vital role in linking cities with the data they require to embrace sustainability and well-being, much like the neurons in a brain facilitate its function. In the face of the COVID-induced

"Return to Office" challenge, Matt collaborates with companies to enhance employee commutes, ensuring a positive impact on the future. Notably, Amazon, one of their prominent clients, harnesses Actionfigure's data to fulfill its climate pledge by promoting a sustainable way for Amazon employees to get around.

At the heart of Matt's passion lies his transformative experience aboard the London Underground, which reshaped his perspective on mobility. His aspiration is for U.S. cities using Actionfigure to rival their European counterparts in providing commuters with comprehensive information about available mobility options.



Corporate Shared Mobility



Pablo Alvéstegui Seelenfreund
**Co-Founder and Country Manager
Mexico, Allride**
MEXICO



Pablo Alvéstegui Seelenfreund and his company, Allride, are on a mission to enhance corporate mobility sustainability. Allride operates as a software platform that equips companies with vital information to diminish their carbon footprint, primarily focusing on carpooling, fleet digitalization, and corporate taxis.

Originally hailing from Chile but now based in Mexico, Pablo began his journey with a background in architecture. Alongside his co-founders he initially developed Allride as a hobby in 2012, however, recognizing the software's potential impact, decided to build into something more. Pablo likens the app's experience to that of a social media platform, making the

daily commute an engaging and enjoyable experience for employees by connecting them with others headed in the same direction.

Allride has successfully expanded to four countries, serving over 100 clients across various industries. As country manager of Mexico, Pablo's primary focus lies in harnessing the capabilities of Allride to advance Environmental, Social, and Governance (ESG) initiatives within the country. He emphasizes that technology plays a pivotal role in optimizing resource utilization, enabling companies to transport more people with fewer vehicles, thereby significantly reducing their impact on traffic congestion and pollution.



Corporate Shared Mobility



Paula Diniz Oliveira
Global Head of Fleet, Zoetis
UNITED STATES



With a corporate fleet of 3000 vehicles spanning 44 countries under her purview, Paula Diniz, the Global Head of Fleets for Zoetis is a driving force behind her company's commitment to becoming carbon neutral by 2030. "Above all, I am driven by the challenge of integrating operational efficiency with sustainability," she says, and has the track record to prove it.

Thanks to Paula's drive for innovation and eco-consciousness, Zoetis has already converted almost 30% of its European fleet to either hybrid or fully electric vehicles. Although more of a challenge, Paula foresees the electrification of Zoetis' North and Latin American fleets as well. Paula's approach to fleet management is globally-minded, recognizing the

importance of understanding cultural, social, and economic variations across the regions she supervises. She has diligently assembled a highly effective team with strong intercultural communication skills and the ability to strike the right balance, essential for supporting a robust global fleet.

Originally from Brazil, Paula has been managing corporate fleets at Zoetis for 13 years and prior to her current Global Role, she focused on Latin America, a region close to her heart as she is also Global Fleet's Fleet LatAm vice president. As a leader in fleet, Paula advocates for more gender balance and to bring more women into the historically male-dominated industry.

ABOUT VULOG

Vulog is the world's leading shared mobility technology provider, trusted globally for its cutting-edge platform. Since 2006, our advanced SaaS solutions have empowered successful shared mobility businesses with flexible fleet management tools, consumer-facing mobile applications, and connected vehicle technology.

Our award-winning AiMA platform enables major mobility players like evo (British Columbia Automobile Association), Free2Move (Stellantis), KINTO Share & KINTO Flex (Toyota), aimo (Sumitomo) and dealership groups across North America, as well as local players like Hourcar and Current Vehicles to launch and operate shared-vehicle services (cars, mopeds, electric bicycles, or scooters) anywhere in the world.

Committed to revolutionizing mobility, we are building a greener future by replacing private vehicles with shared mobility options.

 **vulog**